

# PROVISION COALITION

PROCESSING FOOD SUSTAINABLY

## Ontario Food Industry Environmental Coalition Changes Name to Provision Coalition

*Coalition introduces new name and brand  
and launches Online Sustainability Portal*

### For immediate release

May 1, 2013

**Guelph, ON** – The Ontario Food Industry Environmental Coalition announced today that it has changed its name to Provision Coalition. The adoption of a new name is part of a strategic evolution, which also includes the decision to incorporate as a not-for-profit, the development of a new brand, and the launch of its Online Sustainability Portal.

Provision, meaning to supply with food and drink, reflects the organization’s focus on the sustainability needs of the food and beverage industry. As the word provision also refers to an ability to act with foresight, to be prepared, the name embodies the Coalition’s commitment to guiding the food and beverage industry toward a more sustainable future.

The decision to become an independent organization gives the Coalition more autonomy, and the capacity to act and respond quickly. This is essential in a continually evolving food and beverage sector in which operating sustainably is a key to staying competitive and securing market access. The Coalition is now better positioned to provide the food and beverage industry with the guidance and support it needs to successfully adopt and benefit from more sustainable practices. The not-for-profit will be the leading voice on “all things sustainability” for the industry and its input supply sectors.

“The food and beverage manufacturing industry is important to the Canadian economy. Helping it become more sustainable, with practices that lead to increased efficiency, productivity and innovation, will position the industry to make an even greater contribution,” notes Robert Cash, Board Chair for Provision Coalition.

“Our members can do so much to help build a sustainable future,” says Cher Mereweather, Executive Director for Provision Coalition, “Provision Coalition is committed to supporting the

food and beverage sector as it embraces sustainable practices and to ensuring that our members achieve the benefits that come with sustainability.”

Along with a new name, Provision Coalition introduced a new brand. Together they will be used to raise the organization’s profile, to build partnerships within the industry and to increase awareness of the business benefits of sustainability. The branding initiative included several new elements including a new vision and mission, a new strategic communications plan and a revised organizational structure. Provision Coalition opened its doors April 1, 2013.

Together with the rebrand and name change, Provision is introducing its new, state-of-the-art Online Sustainability Portal ([www.provisioncoalition.com](http://www.provisioncoalition.com)). This portal will become *the* trusted source for current sustainability information for those invested in the sustainability of the food and beverage manufacturing industry, and it will serve as a platform for networking, dialogue and sharing knowledge and best practices. The online portal will be in beta testing from April to September 2013, with the official launch scheduled for October 2013.

### **About Provision Coalition**

Provision is a coalition of 11\* member associations representing the sustainability interests of food and beverage manufacturing and input supply sectors across Canada. Providing valuable resources, programming and advocacy, Provision is the industry’s leading voice on sustainability. Provision utilizes science, economics and the expertise of its members to ensure the competitiveness and long-term prosperity of the industry. Founded under the federal-provincial-territorial initiative Growing Forward, Provision helps its members enjoy the economic, environmental and social benefits that come with operating in a sustainable manner.

\*The eleven member associations include: Alliance of Ontario Food Processors, Baking Association of Canada, Canadian Beverage Association, Canadian National Millers Association, Canadian Oilseed Processors Association, Food & Consumer Products of Canada, Ontario Agri Business Association, Ontario Dairy Council, Ontario Fruit and Vegetable Processors Association, Ontario Independent Meat Processors and the Wine Council of Ontario.

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